

THE QUILL

A Journalists' Journal

SIGMA DELTA CHI
Professional Journalistic Fraternity

The Baltimore "Sunpapers"

By Members of Their Staffs

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Vol. XIII

DECEMBER, 1925

No. 6



THE QUILL

OF SIGMA DELTA CHI

VOLUME XIII

ANN ARBOR, MICHIGAN, DECEMBER, 1925

NUMBER 6

Its Staff Controls The Baltimore Sun

By a Member of Its Editorial Council



ALL American newspapers of good repute have many points in common. Their similarities are numerically greater than their dissimilarities, they are confronted with the same and like problems and they attempt the same and like solutions. Editors of all the papers that come within the purview of such a series of articles as is now being published in *The Quill* are constantly on the alert to get the news in the quickest possible time and to present it most interestingly. They are continuously fighting the battle against inaccuracy. They are always puzzling their brains over display and make-up and condensation and similar matters, including those which have to do with taste and ethics. All of them give a good deal of thought to the devising and carrying out of schemes for the benefit of the people of their communities.

WHEN I make that last statement to people unfamiliar with the philosophy of modern journalism and am met with smiles more or less politely incredulous, I always hasten to add that this is due to no especial virtue on the part of newspaper editors but to the fact that they have come to realize that helpful public service means readers, and readers mean advertising, and advertising means prosperity and that, thus, there is a very selfish motive back of their altruism. In my heart I think that they are not quite so calculating as that. At the least I believe that the

ordinary newspaper man finds a good deal of satisfaction in the knowledge that his method of earning a livelihood is one which permits him to join in works of public service.

But it is its points of dissimilarity that give any individual paper its distinctive flavor and it is that, I gather, which *The Quill* wishes to have emphasized in these articles on American dailies.

The Sunpapers

In Baltimore a lot of people are forgetting to say "sunpapers" — there they speak of "Sunpapers" for the great journal which was founded in 1837 by A. S. Abell and its offspring *The Evening Sun* are recognized by Marylanders as leaders in their field.

The Quill is indebted to S. M. Reynolds, Managing Editor of the *Baltimore Sun*, for this series of articles descriptive of these two newspapers. This series is the fourth in a general program covering the great American dailies.

THE *Baltimore Sun* is now one of the oldest of American Newspapers. It was the first paper to use the telegraph for important messages. But before the day of the telegraph it had established a pony express service whereby it was enabled to print the news, not minutes, but hours and days ahead of its competitors. In 1847 by means of the Pony Express from New Orleans, a six-day journey, it was

enabled first to announce the fall of Vera Cruz, not only to its readers but also to the President at the White House.

It was the first paper successfully to use the rotary press. It was the first institution of any sort to house itself in a building of iron, a proceeding to which much attention was paid by the architectural journals as well as those of general information in the eighteen-fifties. During the World War it sold Liberty Bonds to the public over its own counter. At the time when subscriptions were asked, the bonds were not ready for delivery. And so the spectacle was forthcoming of thousands of the people of Maryland coming to *The Sun* office

and handing over their money, receiving therefor merely a slip of paper bearing The Sun's signature. This they did to the extent of about a million dollars. Some of it came from people of small resources who, fearful of the banks, had stored their money at home in stockings and other receptacles and turned it over in the form of begrimed bills and small change. They proved that they had more confidence in The Sun than they had in the banks.

THIS confidence has been displayed in a variety of ways. On what is it based? Primarily, doubtless, on the fact that The Sun has always attempted to deal honestly and sincerely with its readers. Its news columns are clean. Its make-up is conservative. It is always aggressive in works for the welfare of its community.

Very helpful in this connection is one feature of its management, which, as it is a distinctive feature, must be given a foremost place in any attempt to depict the individuality of the paper. The growth in the cost of newspaper properties, the necessity of raising huge sums of money adequately to finance them, have given rise to what is sometimes called the problem of syndicate ownership.

The Sun's present ownership dates from 1910. From its foundation in 1837 by A. S. Abell, it had remained until that time in the control of the Abell family. In 1910 Mr. Charles H. Grasty, former publisher of The Baltimore News and of the St. Paul Dispatch and Pioneer Press, a man whose splendid journalistic work is remembered with grateful appreciation by those acquainted with it, secured the support of four or five Baltimore capitalists and purchased control of the paper. In a voting trust agreement, made at the time, the following unusual clause appeared:

In the judgment of the vendors and of the said associates the successful conduct of a newspaper depends to a greater extent than in the case of other business enterprises upon the capacity of its chief editor or managing officer; and that best results are obtainable only if in the actual conduct and management of the publication, such editor or officer is assured of entire freedom from the control or dictation of either the directors or stockholders.

IN 1914 Mr. Grasty withdrew from the paper. For five years the paper was managed by the heads of the business, news and editorial departments, each responsible to the chairman of the Board of Directors. Then Mr. Paul Patterson was elected President of the corporation and since then has held that position. In all these eleven years the directors and stockholders have scrupulously lived up to the spirit of the above quoted clause. On only one occasion during these years have the directors been called into consultation on a matter of editorial policy.

The way the system works out in practice at

present is that all news and editorial policies are determined by an Editorial Council, consisting of the heads of the editorial departments and two or three other members of the staff. In the Council a majority vote controls. Mr. Patterson doubtless has a veto power over the decisions of the Council as the directors may have over his decisions, but in editorial matters, neither has ever exercised the power.

The editorial policy that has developed as a result of this management is one of liberalism. The paper is independent in politics. It has intimate ties with the South and has generally, though not invariably, supported the Democratic party in national elections. It has a more than perfunctory belief in the League of Nations and has supported Presidents Harding and Coolidge in their advocacy of American membership in the World Court. One of its chief editorial passions in recent years has been for free speech.

EXTENSION of the federal power at the expense of the rights of the States is a *bete noir* of The Sun. It believes that the growth of the bureaucracy at Washington and the ever-enlarging number of federal office holders constitute a real menace. For this and other reasons, it is strongly opposed to the prohibition amendment. The Sun is fair and sympathetic to labor, having been consciously impelled to take this attitude by a realization, a decade and a half ago, that the press in the large cities of the country, as a rule, was neither the one nor the other. A believer in organized labor, The Sun has not been slow to condemn its conduct or its practices when it thought such condemnation justifiable. In specific disputes it has probably opposed union labor more often than it has upheld it.

But it has taken great pains to get labor's side of the case fairly presented and to weigh its arguments honestly. When the Mingo County Coal troubles of West Virginia were in the forefront of the news, it sent W. Jett Lauck, economist of the railroad brotherhoods, into Mingo County to describe the situation. With Mr. Lauck, The Sun sent one of the best of its staff men, to make an independent report from the standpoint of the trained journalist. The articles of the two correspondents did not differ materially either as to the news or the deductions to be drawn from it.

As a result of this general attitude, when one of the big labor organizations a few years ago made a survey of the press of the country, it gave The Sun a mark of "100 per cent fair to labor." And, although some of the owners of The Sun are large holders of coal mine securities, United Mine Workers' leaders once urged it by telegraph to send a representative to a labor conference in order that they might be assured of a fair report in an important newspaper.

To give all sides of all questions, a hearing is indeed a cardinal principle of The Sun. Despite its

attitude on prohibition, it has given almost endless space to the advocates of the amendment. The Sun states its own opinions in its editorial columns alone. The rule against the introduction of editorial opinion in news stories is absolute. The paper has no black-list and no "sacred cows." Suppression of news for any personal or selfish reason is considered the worst of crimes.

Giving a hearing to all sides is a characteristic of one of the distinctive features of The Sun which has been developed in the last few years. That is its foreign correspondence. During the great war The Sun in common with other papers printed tremendous quantities of foreign news, supplementing its various news services with the messages of its own correspondent with the American troops. After the war, and particularly in the months just preceding the assembling of the Washington Disarmament Conference, its President, Mr. Patterson, became impressed with the fact that the average American newspaper reader, because he had been little concerned with European and Asiatic affairs prior to 1924 and had been engrossed in the news itself during the war, was quite as much in need of interpretative comment on foreign happenings as he was in the news of those happenings itself. He also realized that, because of its proximity to Washington, The Sun had an exceptional opportunity to do an exceptional piece of journalistic work in connection with the Disarmament Conference. And so in the fall of 1921 he and the editor of The Sun went to England and France to make such connections as were possible to keep the readers of the paper well informed about the subjects to be discussed at the conference.

TO this end, and in accordance with the policy of giving all sides a hearing, arrangements were made for series of articles from such authorities as St. Loe Strachey, the famous editor of the conservative London Spectator; H. N. Brailsford, the British publicist and editor with Labor Party affiliations; Hector C. Bywater, whose "Sea Power in the Pacific" stamps him as an authority on oriental and naval affairs; H. W. Nevins, the veteran war correspondent and charming essayist; H. Wilson Harris, then and now one of the leading authorities on the League of Nations, and other English writers. From France similar services were contracted for from the scholarly Georges Lechartier of the *Journal des Debats*; Jean Longuet, the socialist leader, and Philippe Millet, the talented foreign editor of *Le Petit Parisien*, whose death two or three years ago brought a brilliant career to an untimely end. To interpret the happenings of the Conference from the American standpoint similar articles were procured from Professor John Dewey, who had just completed a long visit to China, Professor John H. Latane of Johns Hopkins University, Rear Admiral Walter McLean, retired, of the U. S. Navy and others.

At the same time, The Sun sent one of the ablest members of its staff, Mr. Frank R. Kent, to London, assigning to him the especial task of keeping the paper informed daily by cable of British and European comment on the proceedings at Washington.

With the co-operation of these men, The Sun was enabled to make for itself a record in the handling of the Disarmament Conference news. And this service has continued to this day. Nevison, Bywater, and Lechartier have remained as regular contributors and many others equally notable have been added to the list.

A CONNECTION has been arranged with the famous Manchester Guardian whereby The Sun is entitled exclusively to the use of its news and cable articles in the United States. Through this service, the readers of The Sun who desire to keep posted on foreign affairs have no difficulty in so doing. And this is done with no sacrifice of national or local news. Emphasis is laid upon it here because it is one of the things which The Sun does differently than other papers.

The Sun maintains an old practice of printing the important telegraph news on its first page and the important local news on its back page.

In 1910, although at the advanced age of seventy-three, The Sun gave birth to a healthy offspring, which now at the age of fifteen is lustier in some respects than its parent. But The Evening Sun has achieved such an individuality of its own that I have left the description of it to one of its own editors.

Such and so are some of the facts about The Baltimore Sun. I have given some information concerning The Sun, its history and its enterprises, but I feel that I have made a poor job of portraying its spirit. Perhaps I should have done better if I had spoken of things apparently less consequential. If, for instance, I had said that the Maryland people speak of "The Sunpapers" as people elsewhere speak of the newspaper.

Or, if I had told the tale of Denny, the carrier, and how when an unprecedented snow storm blocked all car lines and his own cart was stalled in a big drift, continued his trip afoot, papers under his arm, fought his way through the furious blast, and finally reached the suburban town which was his destination, exhausted, wearied well nigh to death, sixteen hours after he had started—but got his papers to his customers.

OR that other tale of the City Editor, who, told by his physician in the midst of an exciting political campaign, that he must quit his work or run the risk of death, said quietly that he guessed he would take a chance, did take a chance, and died a few months later.

Or—but, after all, you cannot adequately portray a soul.

The Paper That Won't Grow Old

By F. F. BEIRNE

of the Editorial Staff, The Evening Sun

TO ask a member of the staff of a newspaper to describe that newspaper is like asking a scene shifter to give his impressions of grand opera. His sense of perspective is warped, his personal spites, fears and opinions confound his judgment. It is difficult for him to indorse his journal as a great constructive force for civic righteousness when he knows that the attack on the city Council would have been nothing like so forceful had not the editor found a bad oyster in his soup the previous day. These observations upon The Evening Sun must, therefore, be accepted with reservations, due allowance being made for the personal equation of the writer.

The Evening Sunpaper may be best described as the rollicking son of a staid and dignified old lady, The Sunpaper. The dignity of the old lady, as is so often the case, appears to serve as an added incentive to the youngster to be up to tricks. "You naughty boy!" remonstrates the parent, "What will the neighbors think?" And at once the naughty boy rushes out and proceeds to thumb his nose at a bishop, makes faces at the Mayor, uses his pea-shooter on a Congressman, and hooks Sunday School to smoke cigarettes behind the barn. And what do the neighbors think? Well, some see in him a vicious rascal who is certain to come to a bad end, others more amiably inclined are amused at his antics, provided they are not the victims, and set down his behavior to the exuberance of youth. After all, he is only fifteen years old, and even at that age he has managed somehow to impress both his personality and his ambitions—which are wholly serious—on the community which puts up with him.

It was in the year 1910 that The Evening Sun entered the world. So far as can be learned, its natal day has no other significance than being the anniversary of the execution of Dick Turpin, highwayman. Yet there are some who see in this a prophetic coincidence. Like all modern organizations its mainspring is the conference. Almost every day, after the luncheon two-hours, the master minds assemble about a table behind closed but not sound-tight doors and there discuss presumably the destinies of the city, the state and the nation. Judged by the noises that issue forth it is a humorous business.

LIKE Gaul, The Evening Sun is divided into three parts—news and features, advertisements and an editorial page. Of the advertisements there is nothing that need be said. News of the day and

news features are as good as a staff of sweating editors and copy-readers can make them, with the assistance of reporters who are, as a class, temperamentally opposed to sweating. In this respect The Evening Sun's efforts and problems are not unlike those of other journals. Space forbids further comment on them or upon the mechanics of setting up the paper and getting it to the consumer.

Perhaps the personality of The Evening Sun is best presented on its editorial page. There Mencken performs on Monday and a necessary adjunct to his special article is The Forum, or letter column, where for the rest of the week the storm created gradually finds surcease after a torrential rain of brick-bats. There, too, are debated such important questions as whether or not Baltimore is a hick town, whether the flapper should flap and the cowboy wear his chaps.

OBSERVERS sometimes make the mistake of speaking of The Evening Sun as liberal. This the editors emphatically deny for, according to their definition, a "liberal is one who stands for more laws, more jobholders, higher taxes and, in consequence, less liberty." They maintain rather that The Evening Sun is an old-fashioned conservative in that it believes in personal liberty, freedom of speech and the other privileges listed under the first ten amendments of the Constitution. In line with this conservative policy it howls against "spies, snoopers and *agents provocateurs*," deplores the Paul-Pryism of income tax publicity, the invitation to blackmail presented by the Mann Act, modern uses of the injunction, and the advent of educational experts, urging a return in the schools to the teaching of the Three R's in preference to courses in basket weaving. On the other hand it has refused to get excited over the Ku Klux Klan on the ground that it is the inviolable right of every citizen to make a fool of himself, if he wants to. As a conservative it throws its weight against goose-stepping and standardization and clamors for State Rights as against federal bureaucracy and federal aid, making frequent reference to its own province as The Maryland Free State. Politicians, according to The Evening Sun, are men whose one aim is to hold their own jobs and create jobs for others through the making of more laws and a subsequent increase of taxes. It has discovered the almost inevitable truth that a reduction of the tax rate is accompanied by an increased assessment and, in face of all encouraging announcements of economy on the part of the politicians, it warns the citizen

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Features—A Means to an End

By MARK S. WATSON

Assistant Managing Editor, The Baltimore Sun

IN determining how to handle features, there are three policies open to a newspaper. It can abstain from them altogether, as is done by one of the greatest of American journals; it can become hopelessly addicted to them and use them in a daily debauch which almost subordinates news to features, as is the commoner pursuit; or it can use them in moderation—can take 'em or leave 'em alone, so to speak. This last has been the policy of The Baltimore Sun, and so continues. The paper is so arranged that a "feature" can be discerned from a distance and the reader can take his own path, toward the feature if he dotes on features, or around it if he despises them.

Perhaps it would be well to agree upon what is meant by this loosely used term, feature. The Sun uses it to mean anything in its news columns which is not news. This broad class of "feature" then may, for discussion's sake, be divided into two broad groups, (1) the amusing features and (2) the utilitarian features.

The *Amusing Features* include the comics, actual and so-called, the crossword puzzles, the rebuses and anagrams, the bridge and chess problems, the bedtime chatter and the breakfast table greeting, the short stories and the serials and such other items as are calculated to delight women, children and tired business men. The dreadful tawdriness of some of the most successful of these features is almost unbelievable except to a newspaper man, whose illusions about the so-called human mind have been worn away by years of erosion.

THE *Utilitarian Features* are more limited in their audiences, being directed to specific classes. In this classification would fall the dress pattern, the cooking recipe, the household hints. Each of these is definitely useful to the reader who pants for that particular drop of refreshment. Yet none is any more related to the day's news than are the *amusing features*.

This definition of the "features" purposely omits a class which some papers would classify as a feature on the ground that it is neither purely news

nor purely editorial. This is the article of comment—what might be called the *Informative Feature* which clarifies and interprets the news.

THIS species of articles has become so thoroughly a part of the paper, that, locally, it is not regarded as even a distant relative of the lowly features previously mentioned. To be sure, it cannot be separated and defined by any such noticeable cleavage as can they. It is infinitely more serious and important, and carelessly or mischievously employed could be most dangerous, because most insidious.

Being interpretive of conditions and episodes, rather than merely recording them, the columns which contain these articles are contiguous to the editorial page. But whereas the editorials, naturally, express the opinion of the editor himself, the articles of comment may be in most violent conflict. They are signed, and it is clear that they present the belief of the authors, not the editor—who, often enough, from his side of the page, roars defiance at a contributor so asinine as to hold a contrary opinion.

Interpreting the News

Few newspapers in America carry features that have as great a range of appeal as do those of The Baltimore Sun. This is particularly true of the "informative features"—articles that interpret and comment on the news—over which are to be found, in The Baltimore Sun, by-lines of some of the world's foremost writers and commentators.

The Baltimore Sun gives such correspondents virtually a free rein to present their individual opinions on the subjects they discuss. Because of this, such opinions not infrequently are in direct opposition to the editorial opinion of the paper itself. And the readers benefit, for thus are presented all viewpoints on every vital subject.

These special correspondents, it becomes apparent, are a doughty lot, and of varied opinions. They are selected with the greatest care and because of certain qualifications—the ability to write, the opportunity to see national affairs to write about, absolute independence of opinion, and a real zeal for correspondence. They may be ultra-liberal. Some are. They may be swaybacked in their reactionary sympathies. Some are. They are sometimes pacifist, sometimes militarist, sometimes in a fury with both extremes, sometimes gently unconcerned with either. They are wet or dry, cheerful or gloomy, spiritual or worldly. But always, whether written from Tokyo or London or Paris or Rome or Bombay or Ottawa or Berlin or somewhere in America, the article is pretty sure to help vastly toward a better understanding of the day's news.

Occasionally these special letters are, in themselves, news of prime importance. This is partic-

ularly the case with dispatches from the Orient, whose cable news reaches America in only fragmentary form.

Mention was made of the possible peril in this class of article, if it should be mischievously handled. Surely no argument is needed. Every intelligent person is familiar with certain publications' use of expressions of opinion in their news columns, so deftly and poisonously inserted as to be gulped down by the reader and ultimately absorbed by his system, to cause him partial blindness and loss of his balancing powers.

IN The Sun's vigilance against such a tendency these interpretive features are not only signed (and, when necessary, the author's connections are identified), but they are placed in the sacred pastures next the editorial columns themselves, and are given headlines peculiar to that serene neighborhood. If the reader wants such an article, he takes it as free and uncensored comment, giving the viewpoint of an intelligent and entertaining writer, but not necessarily an unprejudiced one.

In this rather lengthy definition of "features" of all classes, as handled by The Sun, there has been a concurrent attempt to explain their purpose. More briefly stated, their purpose is to stimulate reading of the paper by all varieties of reader, precisely as the news columns themselves are edited in such a way as to make them of interest to all classes. A certain number of columns are given up to market news, interesting primarily to one class, and to sports, interesting to another, and to society, interesting to a third, and to politics, the vital concern of a fourth. In the same manner a few inches per day are offered for the breathless excitement of the small fiction addict, or the anxious fingers of the lady who needs a dress of a new style, or the slow-moving mirth of the comics' admirer. None of these things is nearly so important as familiarity with the news of the day, but if their presence is a stimulant to read the news pages, surely the means is justified. Surely, in fact, it is a desirable thing.

How, then, can features be used more effectively?

Here, at least is The Sun's idea. The feature is regarded at the outset as a means toward the general end, the newspaper's welfare. It enjoys no rating as an end in itself. Hence, it is selected with an eye to the balancing of the paper as a unit, is kept as long as it fulfills expectation, and is tossed overboard as soon as it is a demonstrated failure.

Instead of buying all promising features as they are brought out by the syndicates and scattering them through the paper, The Sun has fixed an arbitrary limit upon the space to be allotted features. No new candidate is purchasable, therefore, until from the old features in the paper one has been selected for the axe, to provide a home for the new one. Strangely enough, this does not keep the selection immobile, as might be feared. On the contrary, none of the existing features is sacred, and so all go through this periodic test as to whether they are better than the new candidate. The new offering and the old-timers are scrutinized with more care, perhaps, than would be the case under any other system.

ONCE selected, the new feature is given a flying start. It is well advertised in advance and conspicuously presented for several days so that regular readers are pretty sure to see it and try it.

When there is doubt about a standing feature's merit, it is intentionally dropped for a day or two. If there are wails of distress from any considerable number of readers, it is hastily restored. If not, that feature is elected for execution.

The only test worth thinking about is whether readers are attracted or repelled or indifferent. And readers vary with longitude and latitude and, perhaps, altitude as well.

It will be a sorry day for a newspaper when its management undervalues the feature, for, properly employed, it attracts people to the important thing in the paper, the news.

It will be a sorrier day when the feature's value is overemphasized—when it is regarded as an end in itself, rather than a means to the only proper end, the news.

Looking Ahead

A number of interesting editorial offerings await readers of The Quill "just around the corner" of the New Year.

Continuing the series of articles on the great American dailies, The Quill will present in its January number an article on "The History, Practices and Policies of the Christian Science Monitor." This interesting feature is by Paul S. Deland, city editor of The Monitor, who goes back, in his article, to the days when such a newspaper as The Monitor was first conceived by Mary Baker Eddy.

In this same issue, Willis J. Abbot, editor of The Monitor, will discuss crime news and depressing stories in an article entitled "A Force for Clean Journalism."

Clarke Ashworth, formerly of Toronto Chapter of Sigma Delta Chi but now covering the Moroccan campaign for The Daily Express of London, is preparing a series of articles on the life of a foreign correspondent. The first of these will appear in an early issue. With Ashworth at the present time is Clarence K. Streit of Montana Chapter who is covering the Moroccan war for the New York Times.

Other equally interesting features are promised for the coming year—informative articles that every reader of The Quill wants to read.

In order that you may receive every copy of the magazine, it is imperative that any change of address be sent to the editor in ample time for him to correct his circulation files before the tenth of the month of publication.

Wanted—Newspapers With Personality

By DEAN W. W. BALL

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THE newspapers of the South are much like the newspapers of the North, and disparagement of the Northern press is not implied when I say, that is what is the matter with them. Were it not so, the editor of *The Quill* would not have written me that "students of journalism and active newspaper workers . . . know very little about the South's newspapers"—were they different, had they distinction, the North would be familiar with them.

Once they were different. In the 1730's, when the "South Carolina Gazette" was the first newspaper established south of Baltimore, Ben Franklin's finger being in the pie, its contributors were taking an occasional fling at the witch trials in Salem, and its advertisements of theaters and books, as well as its essays in light vein, were reflecting a literary atmosphere less somber than that of the colonial towns in bleaker latitudes.

The old South had its "peculiar institution" (no apology, mind, is offered for it), and in the long decades before the news began to dominate the political editorials, letters, and reports of speeches, its press was even more polemic and controversial than the Northern press was. The modern newspaper came to the South more tardily than to the North, in the South the duello lived longer, and in the path of the Confederate War straggled the disorders of "Reconstruction." If these conditions handicapped progress, they made for sharp-lined, sometimes picturesque, individuality. A dozen years after 1865 the South was a region of more or less disturbance and some danger, news gathering associations were still in the throes of parturition, and opportunity for reportorial enterprise and audacity was abundant.

THE newspaper, in its present-day sense, came into being in South Carolina with "The News" of Charleston, in 1866, and Francis Warrington Dawson, though not the founder of *The News*, was the beginner and pioneer of the journalism livelier and attuned to the times. With B. R. Riordan, he came down from Richmond shortly after *The News* was started and, after a few months, obtained control of it. Six years later they bought "The Courier," which (it seems almost unbelievable now) had been founded in 1803 as a Federalist organ, to oppose the "Jeffersonism" then abhorred, and feared, by the gentlemen of Charleston. Those were the days when old Judge Bay, rising at the dawn of a Spring morning, stepped out on his piazza to find his son deeply sleeping where friends had deposited him after he had deeply drunk at a

"Jeffersonian" club meeting the preceding evening. The Judge looked upon him. "Drunk—and a Democrat!" he said. And that was in Charleston, S. C.

The *News* and *Courier* that Dawson made was, for its time, a great newspaper, and Captain Frank Dawson (his military title had been earned in service on Fitz Hugh Lee's staff and the scars were on his body to prove it) was, as a measurer and gatherer of news, the peer of his colleagues of the American press, of the younger Bennett, Whitelaw Reid, and Murat Halstead, who knew and accepted him as a fellow and friend. His field, South Carolina, was smaller, but in the files of *The News* and *Courier* of the seventies and eighties are many stories of reportorial enterprise and some of daring.

Alone, at midnight, on Stumphouse mountain, Carl McKinley, met by appointment Lewis Redmond, moonshiner and desperate outlaw, terror of the lower Blue Ridge, took the hunted man's story, and wrote it, with the same literary skill that carried column after column of McKinley's stories, in *The News* and *Courier*, about the earthquake of 1886, into the London press and, translated, into the newspapers of Paris. They are in the files.

DAWSON'S newspaper was an editorial power in state and national politics. All his life in South Carolina Dawson denounced lawlessness (the state reeked with this malignant heritage of the War and Reconstruction)—until in 1889 he fell the victim of a lawless bullet.

I remember a standing head in *The News* and *Courier*, "Lawlessness in Laurens," (Laurens was my county), and years after, *The News* and *Courier's* Columbia correspondent, and Dawson's most active field agent, Narcisso Gener Gonzales, told me how he had once gone into Laurens county to inquire into the discovery of two dead bodies in a river, how he had talked with the suspected lynchers, how he had written the story and called names, and then had received a message that to show his face in that neighborhood again would cost him his life. He went back, on the next train, and spent another day among the lynchers.

Ten years later, Gonzales, first editor of *The State*, Columbia, was wounded to his death by a felon. Two blocks distant from the scene of the tragedy is a public monument to his memory.

Though South Carolina was, by last census, a state in which negroes outnumbered whites, its lynchings are fewer than those of any other Southern state except Virginia and North Carolina. That record is a monument to Dawson and Gonzales.

In the years following the Confederate War,

Grady and Howell in Atlanta, Screws in Montgomery, Ochs in Chattanooga, and many another vigorous and alert journalists were setting on their feet, with scant capital and wearing anguish, first-rate newspapers in Southern cities—and these newspapers are flourishing now. In conventional acceptance, they are great newspapers, they have the "features," the comic strips and rotogravure sections perhaps; their editorial pages are as cleverly written as ever; for the day's events they comb and cover their territories; they are big, and they are paying. The editor of *The Quill* may come down to Richmond and travel to Lynchburg, to Greensboro, Charlotte, Columbia, Knoxville, Atlanta, Macon, Birmingham, on to Shreveport, Houston, Fort Worth, and San Antonio, and in every Southern city he will read newspapers that fill the usual specifications.

THE usualness of the specifications may be the trouble with them—and this complaint I am not the first to set up. Anyway, to my mind, these Southern newspapers have lost something. The editor, recrossing the Ohio, will find in Reading, Dayton, Springfield, Toledo, Terre Haute, Peoria, in each large town of corresponding population, the same kind of newspapers that he has seen in the South—with the same comic strips, the same syndicated homilies, the same colorless and odorless news services.

The Southern newspapers have lost whatever made them Southern, and no longer does one think of anything vivaciously Northern or Western coming out of Connecticut or Michigan. Only in the half dozen greatest cities of the Eastern half of the Republic are newspapers of original seasoning—one is tempted to say, of original sin. Around them the bright syndicate writers nest and hatch their "features," which, some of the critics say, the newspapers in the smaller cities, unable to afford such specialists for their exclusive selves, are compelled to buy. Paducah could not hold Irvin Cobb; no one newspaper can monopolize Ring Lardner. Hence the deadly uniformity; hence the goose-stepping

press; hence every town of 50,000 about equally assorted souls has a morning and evening newspaper which, every morning and every evening another town of 50,000 perfectly pressed and creased souls, 100 miles up or down the railroad track, reproduces on the hour, on the minute, always on time. Hence we have 100 per cent Americanism unmitigated. Six one-hundredths of one per cent impure might make it 100 per cent more interesting.

The awful uniformity of flash and flare, of point and job, is not necessary.

The South has no city of first rank, but none of its towns or cities is under compulsion never to speak in its native accents. A dash of the regimented and syndicated cleverness is indispensable, but one suspects that a story less clever about things around the corner may entertain, that one need not be as brilliant as Wallace Irwin to set a table aroar if one has the advantage of telling the tale to one's own neighbors. Something is to be said for a turkey raised in one's own barnyard in comparison with a chestnut-fed bird after it has been hauled in a refrigerated car from Rhode Island—and even a second-rate ham is mighty good eating if it is properly home-cured. The editors don't think so; with one voice they agree that poor Touchstone was, in very truth, a fool when he said, "An ill-favored thing, sir, but mine own."

Newspaper a Textbook

"Graduation from your daily newspaper is one good way of acquiring a worthwhile general education," says Dr. Glenn Frank, president of the University of Wisconsin. "By making a vigilant inquiry back into the sources of knowledge that newspaper information may lead one to, the newspaper reader will automatically educate himself."

"The newspaper touches varied fields of knowledge, and if the reader really seeks to understand things to which the daily dispatches point, he will educate himself."

"If as readers, we know how to use our newspapers, we might make the reading of any good newspaper the ideal point of departure for a liberal education. Almost any news report has implications that run back into several fields of knowledge."

"I should like to see an educational experiment made in which the only textbook used in education of a group of students would be a good daily newspaper, with widely informed and alert minded teachers simply reading over the newspaper with the students, and attempting each day to ferret out the background information necessary for a real understanding of the news."

"Granted an adequate degree of intelligence in the students and teachers, I venture that in four years or less we could produce a more thoroughly educated and more broadly informed type of graduate than by the more or less helter-skelter process of an extreme elective system under which a student may learn a great many things without ever relating his knowledge to current human affairs or seeing the present-day society as a coherent whole."

SOMETIMES I read with relief, if not with delight, certain enormities of ungrammatical misspelled, semi-literate newspapers published here in the South—pathetic village weeklies of negroes. Their editors do not read enough to imitate.

I believe that the improvement of the American newspaper is coming, soon, through the little newspaper, the country weekly. Men, and women, of character, intelligence, and scholarship, will possess themselves of it. One man can own and edit it, and have in it all the individual and autocratic power of direction that Greeley had in his *Tribune* in 1850.

The best excuse for the schools of journalism, grinding out journalists in schools, is to expound and impress the opportunity of the country weekly.

Time for Other Things

By ROY G. ROSENTHAL

Editor and Publisher, Montesano (Wash.) Vidette

IT has been charged that many men are free with their advice on how to run the government, whereas they cannot make a success of their own affairs. Are newspaper men to be placed in this category? Are we to use our journalistic privilege to tell our readers what should be done in local, state and national politics and yet not lift a constructive hand toward the accomplishment of those ideals? Too many editors are content to complain about conditions through their editorial columns, believing their duty is finished when they express their views on the printed page.

Editors have further responsibilities. They should become actual as well as hypothetical community leaders. Of course, the size of the town in which the editor is located will define his scope to a large extent. In the small town the editor can do much more it is true, but even in metropolitan districts there are many openings for activity on the part of the newspaper man.

I will confine my remarks largely to the small town, for it is here that the major part of my experience lies. Also here is a greater opportunity for the editor to be of service. Community leaders are scarce in every city, but moreso in the smaller centers. The editor usually has had a better educational foundation than the country merchant. If he is a college man, he has had some experience with organizations and is better equipped to take hold of projects of a civic nature. Is it fair, then, for the editor to editorialize on how things should be done in his community, without lifting a hand himself to that end?

THERE are two public fields of endeavor in the small town. One is the city administration; the other the commercial body. In each the editor should be a moving force.

"Keep out of politics" is an admonition given to newspaper men. A great idea, if such a thing were possible. But the administration of a small town is non-political, using the term in its broadest sense. The administration is elected by the people to run

the affairs of the city. Usually there is no compensation attached to these duties. All are working for the same end, the civic betterment of the town.

When the business men of my city asked me to be a candidate for mayor, I knew it would have been much easier to shirk this responsibility and continue to tell the mayor and council how the town should be run. But I also realized that the activities of every newspaper man should extend beyond his own plant.

THE newspaper man being in close touch with the entire community recognizes its needs and in an official capacity can solve its problems.

You may say that it is not *always* practical for the newspaper man to be in local "politics." Right! But how about the chamber of commerce and like civic organizations? Are you a worker, Mr. Editor, or are you a kicker? Do you merely report the activities of the association or are you trying to build up the organization by honest effort? The average editor is in a much better position than any other man to do his chamber of commerce good. True, it is not necessary for a man to be mayor of his town or to

He's Married Too—

Few newspaper men get as much out of—or, rather, put as much into—the twenty-four hours of every working day as does Roy G. Rosenthal, editor and publisher of the Montesano (Wash.) Vidette.

In addition to being responsible for this prosperous and worthwhile newspaper, Rosenthal is mayor of Montesano, holds a high office in three lodges, is editor of a national fraternity magazine and recently ended a term as national president of this fraternity, has charge of the weekly luncheons of the Montesano Chamber of Commerce, is secretary of the Washington Press Association and—is married.

be president of his chamber of commerce to accomplish this end. Sometimes it is much better to sit in the background and work quietly—but it is never better to sit in the background and let the other fellow carry all the burden.

"When do you have time for the civic work you do?" I have been asked many times. I don't have the time. I must create it. I have to give up many things that I would like to do; I have to be away from home many an evening; I have to hire help to do things that I might do myself.

Where does the remuneration come in for all this work? That is an intangible thing. If the satisfaction in building up your country means anything to you, that is sufficient pay for your work. When you do something for your community, you help yourself. If your people are appreciative of the word "service" and what it means, you will find that you are intrenching yourself in their good will, which after all, is the biggest asset of a newspaper.

Sigma Delta Chi News

Volume XIII

ANN ARBOR, MICHIGAN, DECEMBER, 1925

Number 6

INSPIRATION KEYNOTE OF CONVENTION

Delegates Claim Colorado Meeting is Greatest in Fraternity History

Boulder, Colo.—"Sigma Delta Chi is the most valuable influence in coming journalism."

When Sydney B. Whipple, editor of The Denver Express, said this to delegates to the Eleventh Annual Convention he expressed what had been the spirit of the entire gathering.

Being the first: Sigma Delta Chi convention to be held in the west, the meeting at Boulder may be looked upon as a milestone in fraternity history. The convention was enthusiastic in the way it attacked its duties. It was forward looking in the way it analyzed and directed fraternity policies. And it was energetic and aggressive, too—the greatest Sigma Delta Chi convention ever.

From the time when Ralph L. Crozman, head of the department of journalism at the University of Colorado, opened the convention, to the dramatic moment at noon on the final day when a motion from the floor closed its last business session, the watchword was accomplishment.

Quill Plan Retained

The convention left unchanged the present Quill life subscription plan, but at the request of Delegates Winaborough and Dutton, of Missouri and Montana, the 1925 convention made provision for the life subscription plan to be discussed at next year's gathering. Ward A. Neff, secretary-treasurer of the Quill Endowment Fund reported that this fund now totals \$11,108. The fraternity's personnel bureau, which opened the later part of August, was found to be in excellent running order.

At convention-time, the bureau reported forty registrants, and was circulating managing editors, and was advertising for jobs in Editor & Publisher.

There were plenty of convention accomplishments to tell about—this page is full of them. But perhaps the greatest of all was the vision and the inspiration that came to every delegate, and which every delegate was urged to take home to his chapter.

The general program was as follows:

Monday
Delegates go directly from trains to pre-assigned rooms.

10:00 a. m. Call to order—by President Ralph L. Crozman, head of department of journalism, U. of C. Welcome—Fred B.

Writer Is Pleased With Convention

"Frankly, I came to the convention with misgivings, if not actual dread. I was belied with my short story work, and the prospects of a week that I felt sure would be wasted didn't please me."

"I certainly changed my mind. I was surprised in the first place at the caliber of the men who were your national officers. If fellows of that stature are giving their time to a fraternity, I thought their things, it must be accomplishing things."

"Later I was surprised at the earnestness and enthusiasm of the delegates. And later contacts which gave me more information about what Sigma Delta Chi is doing, and intends to do, clinched my opinion."

"I congratulate members of Sigma Delta Chi on their fraternity, and the delegates on having the opportunity of attending such a worthwhile convention. I thank the Colorado chapter for the half-dozen good times they gave all of us. And I'll close with the idea I tried to get over at the banquet—if you want to get somewhere, first determine what is your goal and then keep working toward it."

THOMSON BURTIS
Convention Speaker.

AWARD PRIZE TO STUDENT

Harold V. Streeter, student at the University of Missouri but not a member of Sigma Delta Chi, was awarded first prize in the Past President's Prize Contest when his essay "A Criticism of the School of Journalism" was adjudged the best of the twenty entries. The prize was \$75.

Jesus Z. Valenzuela also of the University of Missouri and not a member of the fraternity won the second prize, \$50, with his article on "Journalism as Literature". Third prize, \$25, went to Howard W. Roper, (Wisconsin). His subject was also "Journalism as Literature".

Win Honorable Mention
Honorable mentions go to Paul H. Burner, student at the University of Minnesota

CLARK NEW FRATERNITY PRESIDENT

National Secretary Given
Presidency at Eleventh
Annual Convention

Donald H. Clark of St. Louis, editor of Mid-Continent Banker and 1924-1925 national secretary of Sigma Delta Chi was elected national president of Sigma Delta Chi for 1925-26 at the closing session of the annual convention at Boulder, Colorado, November 18. William Allen White, editor and publisher of the Emporia (Kansas) Gazette, was chosen national honorary president.

Roy L. French, head of the department of journalism at the University of North Dakota, and former treasurer of Sigma Delta Chi, was chosen national secretary.

Goodwin Is Treasurer

Other officers selected included: George F. Pierrot, Past President; James A. Stewart (Colorado), managing editor of the Indianapolis Star; first vice-president, Lawrence R. Murphy of the University of Illinois; second vice-president, Mortimer Goodwin, Chicago, national treasurer; Franklin Reck (Iowa State), R. A. McMahon (Purdue), Carl Shoup (New York World), and Clifford DePuy (Des Moines), alumni secretary. George F. Pierrot was elected four-year Quill Endowment Fund trustee.

Joseph Pulitzer, editor of the St. Louis Post-Dispatch, was chosen national honorary member of the fraternity. Mr. Pulitzer is a graduate of Harvard, '06. He entered journalism at New York the same year he graduated. He has been editor of the St. Louis Post-Dispatch since 1912.

BECKMAN CUP WON BY NORTH DAKOTA

North Dakota Chapter with a record of 93.7 was awarded the Beckman Efficiency cup for 1925 at the annual convention of Sigma Delta Chi at Boulder, Colo. Iowa State with a total of 92 was second. This is the first time in four years that Iowa State has failed to win the cup.

The finishing order for the first twelve chapters with the points of the first six follows: North Dakota, 93.7; Iowa State, 92.7; Colorado, 83.7; Oregon State, 79.6; Wisconsin, 79.3; Toronto, 77.2; Grinnell,

Colorado Wins Praise Of President

"Chapters have reason to be proud of their delegates. In the two and one-half days of business sessions, the delegates dug deeply into every phase of the fraternity's work, and their criticisms and suggestions were logical and sound. I believe the inspiration of the 1925 convention will live."

"No Sigma Delta Chi convention ever had better faculty and chapter cooperation than ours. The wise guidance of Professor Crozman of the University of Colorado was in evidence everywhere. The efficiency of the Colorado chapter's part of the program was to me almost unbelievable. Though the work of Walter Humphrey, general chairman, and of Charles E. Haines, chapter president, was unusually outstanding, the entire chapter handled the complicated entertainment program superbly."

"The Chicago alumni splendid banquet. The Iowa State meeting the train, and for publishing the 'Screch.' I personally thank the national officers, whether present or not, for their hard and intelligent work. And last and pleasantest—the Colorado girls. But I guess, from the smiles on the faces of the delegates throughout the convention, that those girls have already been thanked."

GEORGE F. PIERROT
Retiring President.

CLUBS GIVEN MEMBERSHIP

Two new charters, one to Butler University at Indianapolis and the other to the University of South Dakota at Vermillion, were granted by the Eleventh Annual convention of Sigma Delta Chi. These will be installed immediately.

The petition of Alpha Beta Chi at Pennsylvania University was turned down by a vote of 32 to 2 but was recommended by the Committee on Expansion to the favorable consideration of the national convention next year. The delegates were of the opinion that the petitioning group was still

COLORADO IS GENIAL HOST AT CONCLAVE

Elaborate Entertainment Is
Offered Guests After
Business Hours

Entertainment de luxe was awaiting delegates to the Eleventh annual convention of Sigma Delta Chi as a result of careful planning by Colorado Chapter. Returning delegates are lavish in their praise of the manner in which Colorado chapter handled the convention. Delegates divided their time between business and pleasure getting the utmost from both.

Entertained as guests of the Camera and News-Herald, Boulder newspapers, the delegates enjoyed their first non-business function on Monday night at the Boulder hotel. The clever remarks of toastmaster Colonel L. C. Paddock of the Boulder Camera, the "grand old man of journalism in Colorado," were largely responsible for the success of the banquet.

Burtis Speaks

Thomson Burtis of New York, famous as a writer of fiction, was the principal speaker, and one of the drawing cards of the convention. With him on Monday evening's program were C. T. Brainard, president of the McClure syndicate and treasurer of Harper Brothers; George F. Pierrot, national president of Sigma Delta Chi; Donald Clark, national secretary; and A. A. Parkhurst, editor of the Boulder News-Herald.

Another early treat of the convention was the luncheon given at the Bide-a-Wee tea room Tuesday noon by the University of Colorado Woman's Press Club. Girls, good food, and vaudeville sketches, enlivened by bright cracks from visiting delegates and officers, constituted the program.

Departing a bit from precedent in convention social functions, the Colorado chapter contributed a decidedly western touch to its entertainment in the staging of its "49'er" dance, at Cascade Manor, Tuesday evening of the convention.

Dress as Cowboys

Guised as gamblers, cowboys, and characters, typical of the old days in the mining camps of the West, members of the Colorado chapter kept things moving. A miniature newspaper—"The World Sentinel of Horseneck, Colorado"—containing news, funeral notices and advertising, was the program.

Dances from the junior and senior classes at Colorado University were made for as at Colorado.

The general program was as follows:
Monday
Delegates go directly from trains to pre-assigned rooms.

10:00 a. m. Call to order.
10:10 a. m. Ralph L. Crossman, head of department of journalism, U. of C. Welcome—Fred B. Helms, Dean of college of Arts and Sciences and acting president of University. Introduction of George F. Pierrot, national president of Sigma Delta Chi. 12:15 o'clock luncheon at fraternity houses.

12:15 p. m. National officers' luncheon at Boulder-rado hotel. 1:15 p. m. Convention picture. 1:30 p. m. Appointment of committees. 3:30 p. m. Adjournment for committee work. 4:30 p. m. Convention convenes. 5:00 p. m. Adjournment. 6:00 p. m. Banquet arranged by Boulder Daily Camera and Boulder Daily News-Herald at Boulderado hotel.

Tuesday
8:30 a. m. Convention called to order. Business. 11:00 a. m. Model Initiation by Colorado chapter of Sidney B. Whipple, managing editor, Denver Express. 12:00 p. m. Luncheon at Bide-A-Wee Tea room by Woman's Press Club. 2:00 p. m. Business. 4:30 p. m. Exemplification of ritual of remembrance. 5:00 p. m. Adjournment.

8:30 p. m. Dinner at fraternity houses. 8:30 p. m. 49-er Dance by Colorado chapter of Sigma Delta Chi at Cascade Manor. Wednesday
8:30 a. m. Convention re-opens. Miscellaneous business, election of officers, choosing of place for 1926 convention. 12:00 p. m. Delegates leave in cars for Nederland, eighteen miles out of Boulder in the mountains. 1:00 p. m. Luncheon in Boulder Canon. 7:00 p. m. Farewell banquet of Colorado Chapter to the Eleventh Annual Convention. Fraternity as guests of Scripps-Howard and Denver Express. Sidney B. Whipple, managing editor of the Denver Express, toastmaster. 9:00 p. m. Final adjournment.

Visitors and delegates to the convention were as follows:
Harold A. Kirk, (Oregon); M. W. Slawson, (Kansas); Kenneth Colgan, (Drake); William Cessna, (Drake); Maurice E. Collins, (Iowa); Glen W. Funk, (DePauw); E. J. Morrison, (Marquette); Hill Lakin, (Drake); Lawrence O'Dell, (Columbia); M. C. Grondeyke, (Indiana); F. H. Edwards, (Indiana); Clifford E. Switzer, (Beloit); Wallace R. Devel, (Illinois); Harry Lambly, (Grinnell); Robert L. Howard, (Northwestern); W. Calvin Patterson, (Michigan); C. W. McLeod, (Toronto); R. J. Thacker, (Kansas State); Donald C. Rogers, (Minnesota); R. C. Woolworth, (Purdue); Edward Morrow, (Nebraska); H. P. Winborough, (Missouri); H. R. Kenaston, (South Dakota); C. H. Wolfe, (Iowa State); Harold L. Harris, (Iowa State); Ralph B. Curry, (North Dakota); Palmer O. Narveson, (Wisconsin); Roy L. French, Grand Forks, N. D.; George F. Pierrot, Detroit; Clifford DePuy, Des Moines, Iowa; Donald H. Clark, St. Louis; Robbin Coons, (Louisiana); Kronum Buxter, New York U.; Ward A. Neff, Chicago; Roscoe Cate, (Oklahoma); Carl M. Cleveland, (Washington); John N. Levi, (Stanford); Beverly N. Jones, (California); Bernel E. Dobell, (Oregon State); Stewart Harrier, (Texas); C. W. Dun-orado; Harry A. Brassard, (Washington State); Charles F. Rchor, (Western Reserve); Eugene V. Carquist, (Iowa State); Kenneth Cash, (Iowa State); Maynard W. Brown, (Kansas State); Thomas Duncan, (Drake); James Keithley, (Drake).

ature". Third prize, \$25, went to Howard W. Roper, (Wisconsin). His subject was also "Journalism as Literature".

Wia Honorable Mention
Honorable mentions go to Paul H. Burner, student at the University of Minnesota, but not a member of the fraternity, subject, "Journalism as Literature"; John Gartner, (Kansas State), subject, "Proper Balance of Types of News in a College Newspaper"; and Vernon V. Paine, (Oregon State), "Value of Work on Student Paper as Part of Preparation for the Professional Field".

The schools represented in the contest and the number of contestants from each follows: Oregon, 1; Oregon State, 2; Missouri, 3; DePauw, 1; Minnesota, 4; Indiana, 1; Iowa, 1; Kansas State, 1; Montana, 1; Texas, 1; Wisconsin, 2; Iowa State, 2. Of the twenty entered, fourteen are members of Sigma Delta Chi.

The Past President's Prize Contest is open to all undergraduates. Prizes are contributed by the national presidents of the past three years and are awarded each year at the national convention of Sigma Delta Chi. The articles must be on some phase of journalism.

EXTEND TIME IN STORY CONTEST

The Iowa State chapter has extended the time limit for entries in the International Reporters' Contest, Professor F. W. Beckman, the Ames faculty adviser, has informed President Donald H. Clark. All stories received before January 1 will be considered.

"The contest is open to undergraduates in colleges throughout North America, whether members of Sigma Delta Chi or not," says President Clark. "In general, any outstanding story or group of stories appearing in a college publication, all relating to a single project and prepared by the same man, may be submitted as a single entry. The Iowa State chapter will be glad to answer any other questions about the contest.

"The prize is a gold watch, and even more valuable is the distinction that the winner will earn for himself. It is the duty of every chapter officer to see that at least one entry is sent in from his college."

MANAGING EDITOR IS MADE MEMBER

Sidney B. Whipple, managing editor of the Denver Express, the Colorado member of the Scripps-Howard group, was initiated by the Colorado chapter at a model initiation ceremony, conducted before the Sigma Delta Chi convention at Boulder. Mr. Whipple, a graduate of Dartmouth and a man whose experience has shown him service on no less than twenty important newspapers, is today one of the outstanding editorial figures of the Rocky Mountain region. He presided at the banquet closing the convention, acting as official representative of Scripps-Howard, hosts at that particular event. The team which conducted the initiation was composed of: Haines, editor; Eberhart, Sigma; Humphrey, Delta; Mayborn, Chi; and Kinney, Guide.

is the first time in our years that Iowa State has failed to win the cup. The finishing order for the first six chapters with the points of the first six follows: North Dakota, 93.7; Iowa State, 92; Colorado, 83.7; Oregon State, 79.6; Wisconsin, 79.3; Toronto, 77.7; Grinnell, Oregon, Montana, California, Drake and DePauw.

This year's contest was one of the closest in the history of the efficiency cup award with displays and exhibits showing a quality far exceeding that of previous years. The Efficiency Cup is presented to stimulate the professional character of the chapter meetings and to encourage the various chapters to engage in journalistic activities. Chapters are judged for character of meetings, journalistic activities, national relations, finances and records, character and membership, general activities and exhibition at the national convention.

CHOOSE WISCONSIN FOR NEXT MEETING

Madison, Wisconsin, will be the seat of the 1926 convention next November, delegates at Boulder, Colorado, decided after persuasive invitations had been extended by Wisconsin, Drake, Louisiana, and the representative of the Butler University group that had been granted a charter the day before.

The University of Wisconsin is one of the largest institutions of higher learning in the world. Its journalism school, directed by Dr. Willard G. Bleyer, is considered one of the country's best. Delegate Palmer Narveson presented Wisconsin's invitation. North Dakota gave notice that it would ask for the 1927 convention.

HISTORIAN IS HONORED
Sigma Delta Chi's history, which has been gathered and written by Mitchell V. Charney, assistant managing editor of The American Boy Magazine, Detroit will be published in The Quill next spring. The convention rewarded Charney, who has found it necessary to resign by recommending that he be appointed Associate Historian.

CHOOSE KANSAS CITY STAR
Sigma Delta Chi chapters will use the Kansas City Star in initiations throughout the coming year, delegates to the national convention decided. Last year The Detroit News was the fraternity choice.

EDIT "COLORADO QUILL"
"The Colorado Quill", annual publication of the Colorado chapter of Sigma Delta Chi, was issued this year at the farewell banquet. The Quill, a digest of news and a review of the convention, was edited by Frank Mayborn of the Colorado chapter, and issued in five-column form as one of the closing features of the Eleventh annual closing.

IOWA STATE MEETS TRAIN

The entire Iowa State chapter turned out to meet delegates to the national convention as they passed through Ames on two special cars of the Colorado Express Sunday morning, November 15. The chapter distributed free copies of the Sigma Delta Scheech, a four-page comic sheet that kept delegates snickering all the way to Denver. Harold Harris was Iowa State's delegate. Prof. F. W. Beckman, hitherto a convention standby, was unable to make the trip.

chapter of Sigma Delta Chi at Pennsylvania University was turned down by a vote of 32 to 2 but was recommended by the Committee on Expansion to the favorable consideration of the national convention next year. The delegates were of the opinion that the petitioning group was still in its embryonic stage and should be given more time to show potentialities. A chapter of Sigma Delta Chi was discontinued at Pennsylvania in 1914.

Representatives Present

Representatives from Butler and South Dakota appeared before the convention, Thomas Smith for the former and H. R. Kenaston for the latter. The Butler chapter was granted with only three dissenting votes and the South Dakota chapter was granted unanimously. In addition to the three above schools, second vice-president Lawrence Murphy, advisor for petitioning groups, recommended Syracuse university which however, failed to present a formal petition and could not be considered.

The tendency of the convention's policy of expansion was towards conservatism. A desire to be certain of the calibre of each petitioning group before granting charters was evidenced.

The convention committee on expansion consisted of Charles E. Haines, (Colorado), chairman; William R. Cessna, (Drake), and John Levi, (Stanford).

CHICAGO ALUMNI FETE DELEGATES

Delegates to the Eleventh convention of Sigma Delta Chi were first imbued with the spirit of the conclave when the Chicago Alumni Association of the fraternity entertained at a banquet Saturday evening, November 14. The banquet and program were arranged by Mortimer Goodwin, newly elected treasurer of the fraternity, and Paul A. Potter, president of the Chicago Alumni Association.

Speakers of the evening included D. S. Wing, associate editor of Breder's Gazette, Chicago; Thomson Burtis, nationally known writer of fiction, and George F. Pierrot, retiring national president of Sigma Delta Chi. Wing told of his cub reporter days—days of \$1 a week salaries. His greatest literary achievement at that time was a story about a county fair that was exhibiting in his home town. With a great deal of time and effort he had covered the fair in detail and was proudly awaiting publication day when his story would be spread before the eyes of admiring readers. But the day before his weekly paper was due to appear, a cyclone blew the fair into another county and the story was all off. Burtis talked interestingly of airplane adventures, his talk eventually resulting in a round table discussion of General Mitchell's views on aviation. Pierrot discussed plans for the Sigma Delta Chi personnel bureau.

A banner was presented the delegates for their special train and a flashlight was taken of the gathering. About fifty Chicago publications in which Sigma Delta Chi hold positions were displayed.

SPEAKERS BUREAU PLANNED

National officers will establish a speakers' bureau, which will help chapters arrange to hear prominent journalists traveling in their vicinity, according to a decision reached at the convention. National President Donald H. Clark has not yet announced who will handle this work.

ad chapter kept newspapers—The World a miniature newspaper—Colorado—containing news, funeral notices and advertisements, served as the program.

Dates from the junior and senior classes at Colorado University were made for the officers and delegates. For food, the guests had to pay "Sigma Delta Chi money" to the bartender, who maintained a "free lunch" counter. Sufficient "money" for the evening was distributed as the guests arrived.

Recitation of "The Shooting of Dan McGrew," the enactment of a hold-up, and other features helped to enliven the party.

Take Automobile Trip

An automobile trip to Nederland, eighteen miles from Boulder in the mountains, was enjoyed Wednesday afternoon. The delegates were taken up Boulder canon, where a genuine Colorado beefsteak fry was given by the Colorado Mountain club on the banks of Boulder creek.

On through the snow of the canon, the delegates were taken to Boulder falls, thence to Tungsten and Nederland, old mining camps, once the scenes of big booms. Returning in the middle of the afternoon, the visitors were entertained by one of their number, C. M. McLeod, (Toronto), who gave a skiing exhibition at Eckel's slide in Boulder canon.

The Scripps-Howard Syndicate and The Denver Express were hosts at the Wednesday night banquet, Sidney B. Whipple, editor of the Express, acted as toastmaster. One of the features of the evening was the distribution of a Colorado edition of the Quill, presenting live convention news, and the convention picture.

Favors Distributed

Favors of gold pencils and brass ash trays were donated by L. G. Balfour and company and given to the delegates at the banquet.

Among the features on the program were a humorous talk by Joseph Morehead, assistant director of publicity for the Mountain States Telephone and Telegraph company, several interpretative Indian dances by Ralph Hubbard, son of Elbert Hubbard, and Albert Davis, who have made an exhaustive study of Indian lore, three vocal selections by Richard Durrett, head of the department of music, University of Colorado, and short talks on "Impressions of the Convention" by Thomson Burtis and Clifford DePuy. Burtis was the chief speaker of the convention and DePuy was the representative of the Des Moines alumni chapter.

CLARK AWARDED FRATERNITY KEY

Donald H. Clark, for the past year national secretary of Sigma Delta Chi, was voted the Wells Memorial key at the closing session of the national convention at Boulder, Colo.

This key is awarded annually to the member who, in the opinion of delegates to the national convention, has done the most for the fraternity during the preceding year. Clark, who is also the new national president, is editor of the Mid-Continent Banker, at St. Louis. He received his training at Grinnell, and at the Pulitzer School of Journalism at Columbia.

The key award takes its name from Chester F. Wells, who died while serving the fraternity as national president. Two previous winners of the key attended the convention—Ward A. Neff and George F. Pierrot.

THE QUILL

The Quill is published by The Alumni Press, University of Michigan, Ann Arbor, Mich., in the months of January, March, May, September, October and December. It is devoted exclusively to the interests of journalism in American and Canadian colleges and universities.

Official publication of Sigma Delta Chi, International professional journalistic fraternity, founded at DePauw University, April 17, 1909.

MARK L. HAAS
Managing Editor

All editorial matter for The Quill must be mailed to the managing editor, Mark L. Haas 2716 Rochester St., Detroit, Mich. Absolute deadline is the twenty-fifth of the month preceding the month of publication. All copy must be submitted gratis. The Quill welcomes editorial contributions from non-members of the fraternity as well as members.

The Quill has applied for a transfer of second class privileges from Champaign, Ill., to Ann Arbor, Mich.

Subscription rates: \$1.00 per year, in advance, to both members and non-members; Life, \$20.00.

DECEMBER, 1925

THE Eleventh Annual Convention of Sigma Delta Chi has now taken its place in the historical annals of the organization. Its material accomplishments are recorded in the permanent records of the fraternity and as such will soon share with the records of other similar conclaves the dust and spider webs of some humble corner.

But in its grave, so to speak, does the convention come to life. The "burial ceremony" that serves to place the records of convention accomplishments where they will be least conspicuous, is, in truth, but the signal to delegates to submerge in their minds the material achievements of this annual conference and bring to the fore the spiritual benefits it afforded. The future is not so much concerned about the "business" of the Eleventh Annual Convention of Sigma Delta Chi. Reports by committees, discussion of expansion policies, awarding of individual and chapter honors, consideration of The Quill endowment fund, all, though of serious consequence, perhaps, in their relation to the fraternity affect very little—and that little, indirectly—the relation of the fraternity to the world at large. And Sigma Delta Chi is distinguished from all other student societies by this one quality—it exists not so much for its influence and effect on student life as for its influence and effect on general public life.

Thus when one considers the accomplishments of the Eleventh Annual Convention of Sigma Delta Chi, he is not so interested in those achievements recorded in the bound files as he is in the effect the personal associations, the emphasis laid on high ideals, the words of advice have had on the individual delegates. Long after the disgusted wife of some future national secretary while tidying up her home hurls convention records into the trash can,

these men will be, it is hoped, practicing the high principles of journalism they adopted as a result of convention influence.

Inspiration—Vision—here lies the success of every Sigma Delta Chi convention and particularly of the Eleventh convention held at Boulder, Colorado, November 16-17-18. Yes, there were material accomplishments—many of them—but the fact that more than thirty delegates were returned to their respective chapters imbued with the desire to serve their profession in a bigger and better way and to spread this gospel to the other members of their chapters, is the real mark of achievement.

THE value of an organized body to its individual members is in direct proportion to the time and effort those members employ in making the organization a success.

This being true—what a world of good men such as Ward A. Neff and George F. Pierrot, both past national presidents of Sigma Delta Chi, are getting out of this fraternity.

Pierrot added the "past" to his title at the recent national convention when he completed his term as national president and was succeeded by Donald H. Clark, formerly national secretary. In passing from an active office in the fraternity, Pierrot leaves behind him many marks of accomplishment that will continue to live after him. As national treasurer and national secretary he instituted systems that have proved a boon in the task of maintaining fraternity records. As president he organized and helped to get under way the Personnel Bureau which when fully developed should be one of the fraternity's most important enterprises. He also organized The Quill on a new basis, making it possible for this publication to grow beyond the bounds of a mere fraternity house organ.

Neff, as national president several years ago, placed Sigma Delta Chi on a firm business foundation. Many long hours he devoted to fraternity problems determined to make the fraternity sound financially and thus pave the way for it to accomplish greater things in journalistic enterprises. To him goes credit for The Quill Endowment Fund by which The Quill is destined to become a leader of magazines devoted to journalism. Under his guidance this fund has now been increased to more than \$11,000. Neff's interest in Sigma Delta Chi is evidenced by his attendance at the recent national convention. Despite the fact that this is his busiest time of the year he attended every session of the convention and took an active part in its business.

Yes, these two men must be getting a world of good out of Sigma Delta Chi—but they certainly make the rest of us feel pretty cheap.

IT is generally conceded that "to the victor belongs the spoils" but the newspaper that attempts to fool its readers by boasting of political spoils has a misconception of its readers' intelligence.

It seems questionable enough for a newspaper to employ its news columns to sway public opinion in line with its own editorial policy but to brazenly capitalize the alms it receives from the hand of its successful candidate smacks of commercialism.

A metropolitan newspaper of the middlewest after having successfully backed the candidacy of a mayoralty aspirant, published beneath a large, two-column head a letter from its protege praising in glowing terms the high principles of this particular newspaper and condemning in bitter phrases the rival publication which refused him support.

In order to make the mayor's letter appear as sincere commendation rather than as payment for editorial aid, the newspaper introduced the letter with this statement:

Solely because it stresses the basic truth that enduring principles alone are worth while, The — presents for its readers the accompanying letter from Mayor —, received by the president of The —. It does so with no thought of self-praise and would refrain from publishing the letter if its laudatory tone was not expressed in terms of principles.

The successful candidate then proceeds to reward his supporting paper by making such statements about its rival as "— conducted a peculiarly cowardly campaign—the sort of information and propaganda it imposed on its readers."

One wonders what satisfaction this newspaper received from the publication of such matter. Apparently its editors were of the opinion that readers would overlook the fact that the politician felt under some obligation to the paper and used this means of squaring accounts. Surely these editors felt no particular elation over receiving such commendation knowing, as they did, under what circumstances it was offered. If they, themselves, were fooled into believing that the mayor's words were uttered in all sincerity then, perhaps, they are justified in assuming that their readers would be likewise duped.

But readers are seldom duped and it is only logical to assume that they got a great laugh out of the newspaper's attempt to clothe itself in silks and satins. Self-praise on the part of a newspaper is resented by the reading public even though the kind words be sincere and justified. Bragging breeds unpopularity whether it be done by man or

newspaper. The editor who thinks he is kidding the public usually discovers he is merely kidding himself.

CHRISTMAS is here and with it the great opportunities for public service. The spirit of good fellowship makes captives of labor and capitalist alike at Christmas time. The spirit of charity is in the air—suffering and poverty are accentuated in comparison with the general good will and happiness that prevails.

To the lot of every newspaper falls the task of alleviating wherever possible this suffering and poverty. People look to the press to assume leader-

ship in all enterprises having as their motive the relief of pain and hardship. This is the time of year when newspapers must step from their province of reporting news to participate actively in supplying material things of life to those who want.

Newspapers have various methods of doing their part in spreading good cheer. Many have a public Christmas tree where a genial Santa Claus distributes gifts to those who cannot afford to have him make a personal call. Others have a dinner for all their carriers. Others take charge of the collection and distribution of bas-

kets to the needy. Still others sponsor benefit theatrical performances, money thus derived being used to purchase clothes and food for the needy. It is a common practice for professional performers to co-operate with newspapers on such occasions by donating their services.

The New York Evening World has adopted a unique method of public service. An extensive investigation was made and as a result this newspaper arranged to distribute each week to needy families of New York City 5,000 free tickets each entitling the bearer to one hundred pounds of coal.

Every newspaper should take part in some form of charity—just how the effort should be applied is, of course, dependent on local conditions. But whether it be merely the display of a public tree or the distribution of gifts, the editorial support of a local civic project or the sponsoring of a mammoth public observance—do something. Let your newspaper be known as the "paper with a heart."

A Journalistic Tragedy

'Tis said that reporters their yarns must endow
With who, what, and why, also when, where and how.

I dug up a story that promised me fame,
But only one person could prove it was true.
"I'll tell you," he said, "but you can't use my name."
And so I just struck from my list the word—"who."

He then scratched his head and he twiddled each thumb.
In silence he pondered—then twiddled again.
Yes, damn it, he stood like a man stricken dumb
Whenever I sought a clear answer to—"when."

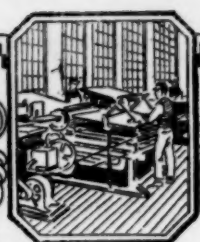
Then, too, he was vague as to "why" it occurred.
He thought it revenge—but maybe 'twas not.
From subsequent questions, I even inferred
His mind wasn't clear on the matter of—"what."

In frenzy I asked him just "how" it took place,
But then he assumed such an innocent stare,
I hadn't the heart, and I hadn't the face
To even remind him he hadn't told—"where."

Thus died a good story—its failings were few—
Just what, when and where, also why, how and who.



WITH SIGMA DELTA CHI AFIELD



ANDREW HEPBURN (Ind. '25) formerly a reporter on the Indianapolis Star, who started on a trip working his way around the world in August, 1924, returned to Bloomington in October. His experiences included peacock hunting in India, a ride of a thousand miles through the Arabian desert, and working on vessels of all nationalities with variously assorted crews.

SAMUEL LESCHINSKY (Ind. '25) is reading copy on the Louisville Courier-Journal. Wilbur Cogshall, (Ind. '22) is telegraph editor and head of the copy desk of the Courier-Journal.

Five Indiana graduates, all of them members of the Indiana Chapter of Sigma Delta Chi, are working on The Miami Herald. Dale Cox, '24, is state editor; Stuart Gorrell, '25, is city editor; Russell Campbell, ex-'26, is covering Miami Beach; Mark Ferree, ex-'26, is reporting and Heyward Gibson is copycutter.

EDWIN S. KERRIGAN (Oklahoma '23) has been appointed Norman staff correspondent for the Daily Oklahoman. He formerly was city editor of the Norman Transcript.

ORVILLE PRIESTLEY (Oklahoma '25) acting editor of the Lawton Constitution during June, July and August, is telegraph editor of a newspaper in Eldorado, Kansas.

TOSCA CUMMINGS (Oklahoma) has been employed as United Press correspondent from Norman, Okla.

WILLIAM CUNNINGHAM (Oklahoma) has been reappointed editor of the Oklahoma Weekly, a paper sent free of charge to Oklahoma high school seniors by the University of Oklahoma.

BUFF BURTIS (Oklahoma '25) is advertising manager of Altus (Okla.) Times-Democrat and Plain Dealer.

HARRY A. VISEL (Columbia '25) has a position in the Real Estate Department of the New York Times.

HAROLD J. WELCH (Columbia '25) is on the journalism teaching staff at Knox College, Galesburg, Ill.

HAROLD BELKNAP (Oklahoma '25) is employed as advertising sales-

man for the Norman (Okla.) Transcript.

CLINTON E. METZ (Columbia '25) is working for the County Review at Riverhead, Long Island.

LLOYD C. ACUFF (Columbia '25) is reporting for the New York City News Association.

CAROL C. VAN ARK (Columbia '25) has a position in the publicity department of the International Telephone Co.

JOHN T. VOGEL (Columbia '25) is at present acting head of the Australian Press Association's New York City office.

WILLIAM R. AUMAN (Columbia '25) is working with the New York City News Service, in addition to retaining his position on the staff of the Bronx Home News.

VICTOR H. BERNSTEIN (Columbia '25) is now with the Providence, R. I., News.

CREIGHTON B. PEET (Columbia '25) is on the staff of the Daily News Record, New York City.

CHARLES P. MANSHIP (Louisiana Associate) is now owner and editor of both the morning and afternoon papers of Baton Rouge, La. He has four members of Sigma Delta Chi on his staff.

W. M. GLENN (DePauw '11) Lawrence H. Sloan (DePauw '12) and Dr. Hamilton Holt (DePauw Associate) enjoyed a reunion in Florida recently. Glenn, now publisher of the Orlando (Florida) Morning Sentinel, was the first president of Sigma Delta Chi. Sloan was the second president. Dr. Holt, now president of Rollins College, was formerly editor of The Independent and was initiated into Sigma Delta Chi in 1910.

OLAF J. BUE (Montana '23) is now on the editorial staff of the Chicago Daily News.

ZEAN G. GASSMANN (Ill. '19) is president of the Gassmann Ice Cream Co., at Olney, Ill.

W. B. PORTERFIELD (Ill. '13) is cashier of Porterfield's State Bank, Fairmount, Ill.

LAURENCE L. TAYLOR (Grinnell '21) is radio editor of The Oakland (Calif.) Tribune.

H. L. FORD (Ames '17) is now agricultural agent for the Chicago, Burlington & Quincy and the Colorado & Southern railroads. He handles agricultural development railroad work.

BEVERLY S. LATHAM (Louisiana '25) is permanent secretary of the Alumni Association of L. S. U. and as such is editing the Alumni News, the magazine of the association.

JACK ADAMS (Louisiana '24) is now Managing Editor of the Morning Advocate at Baton Rouge, Louisiana.

J. K. TOLER (Louisiana '26) is data filing editor in the Associated Press Bureau at New Orleans, La.

MARION BLACKMAN (Louisiana '25) is now engaged in general reporting work in Arkansas.

QUINCY EWING (Louisiana '24) is a reporter on the New Orleans States.

WALTER SCHWAM (Louisiana '23) is writing sports for a number of southern papers.

BREWSTER CAMPBELL (Michigan '22) is now managing Tiger Tavern, a tavern just off the new campus of the Louisiana State University. Brother Campbell was engaged in newspaper work in Baton Rouge, La., up until two months ago when he resigned to take over the work that he is now doing.

DONALD MAXWELL (DePauw) is now sports editor of the Chicago Tribune. Maxwell was editor of the DePauw Daily while in college.

DWIGHT PITKIN (DePauw) is on the copy desk of the Chicago Tribune, working with Donald Hogate (DePauw). Both of these men were editors of the DePauw, the student newspaper, while undergraduates at the Indiana college.

EUGENE PULLIAM (DePauw) one of the founders of the fraternity has recently purchased a half interest in the Frankfort (Ind.) Evening News. He is also owner and publisher of the Lebanon (Ind.) Reporter.

PROFESSOR L. E. MITCHELL (DePauw Associate) is now Director of Publicity for DePauw University as well as Professor of Journalism and Director of the Course in Journalism.

HAROLD BOESCHENSTEIN (Ill. '18) is secretary of the Western Bottle Manufacturing Co., a subsidiary of of the Illinois Glass Co.

GEORGE A. PETTITT (Calif. '25) is police reporter for the Oakland edition of The San Francisco Examiner.

WILLIAM KAMP CHARLES (N. W. '24) is copyreader for the Kansas City (Mo.) Journal-Post.

PAUL C. PORTER (Grinnell '24) is on the editorial staff of the American Lumberman, published in Chicago.

MERLE R. CHESSMAN (Ore. '09) is vice-president and editor of the Astoria (Ore.) Budget.

WALTER S. TOLMAN (Maine '20) is a chemist for the National Aniline & Chemical Co. of Buffalo, N. Y.

DAVID SEAVER COOK (Cornell '24) has charge of the information service for the College of Agriculture at Cornell University.

HIRAM E. CASSIDY (Calif. '25) is advertising manager for the D. & B. Pump and Supply Co. of Los Angeles. He also edits the D. & B. News, a semi-monthly house organ.

ARTHUR F. JENNESS (N. W. '23) is in the executive department of the bureau of clubs and playgrounds at Balboa Heights, C. Z.

RALPH H. BROWN (Ohio State '15) is assistant manager of H. W. Brown & Co., Cincinnati. He edits the grain market reports and a monthly house organ.

EUGENE BUTLER (Iowa State '17) is editor of The Progressive Farmer (Texas Edition) with headquarters at Dallas, Texas.

Z. S. ARMSTRONG (Texas '13) is president and manager of the Union Publishing Co., Dallas, publishers of the Texas Freeman.

VIVIAN (CRAB) CORBLEY (Mont. '25) was recently chosen editor of the D. A. V. weekly published at Cincinnati. The appointment was made by John Mahan, national D. A. V. commander, a graduate of the University of Montana Law School. Corbley was editor of the Montana Kaimin prior to

his graduation and is a world war veteran.

ALLEN B. DICUS (Knox '21) has charge of the sales quota and promotional department of the Stewart-Warner Speedometer Corp., Chicago.

JAMES J. WENGERT (Iowa '22) is vice-president of the Commerce Publishing Co., St. Louis, publishers of the Mid-Continent Banker. He serves in the capacity of associate editor of this financial magazine.

ROBERT W. KENNY (Stanford '20) is a reporter on the staff of the Los Angeles Evening Herald.

JESSE E. THRASH (Stanford '21) is publicity manager for the California State Automobile Association with headquarters in San Francisco. He serves also as assistant to the editor of Motor Land, official publication of the association.

BYRON K. ELLIOTT (Indiana '20) is a member of the law firm Johnson & Elliott of Indianapolis, Ind.

RUSSELL STUART (Indiana '18) is trust officer and general counsel for the Farmers Trust Company of Indianapolis, Ind.

DOLPH SIMONS (Kansas '25) is assistant business manager and foreign advertising manager for The Journal-World of Lawrence, Kansas.

H. R. RICHARDSON (Ames '16) is county agent for the Howard County (Iowa) Farm Bureau. He assists in the editing of the Farmers Business News, a monthly publication devoted to agricultural interests.

EUGENE C. GLASGOW (Minn. '21) handles publicity for the Northwestern National Bank of Minneapolis.

ELVIN ALBERT HOY (Ore. State '25) is teaching journalism and science in the Pendleton (Ore.) high school.

C. H. SHIVERS (Wash. '16) is office manager in the Portland, Ore., office of the Shell Oil Company.

DONALD D. BURCHARD (Beloit '25) is telegraph editor and editor of special pages for the Evanston (Ill.) News-Index.

WILLIAM H. HORSLEY (Wash. '13) is treasurer of the Izzard Company, an advertising agency in Seattle.

MARION S. MOORE (Miami '17) is in the advertising department of Successful Farming, one of the Meredith Publications. His home is in Chicago.

WALLACE FORDHAM ELLIOTT (Mich. '23) is secretary of the Clark-Mills Co., an advertising agency of Oakland, Calif.

M. W. SCANLON (Pitts. '19) handles the advertising and publicity for the San Francisco district of the Westinghouse Electric Manufacturing Company.

CHARLES PHELPS CUSHING (Mich. '07) is a free lance writer in New York City. He is turning out business articles and fiction.

MILLER McCLINTOCK (Stanford '18) is in the department of political science, University of California (Southern Branch).

FELIX M. CHURCH (Mich. '14) is publisher of the Cadillac (Mich.) Evening News. He serves as editor and manager.

DANA W. NORRIS (Grinnell '23) is copyreader for the Seattle Daily Times.

BUELL J. FELTS (Wash. State '21) is editor and publisher of the Spokane (Wash.) Valley Herald.

DAVID DIETZ (Western Reserve '19) is science editor for The Cleveland Press and NEA Service Inc.

GUY SCRIVNER (Kansas '16) is advertising manager for Capper's Farmer with headquarters in New York City.

EBERT E. BOYLAN (Okla. '17) is petroleum geologist in charge of exploration in eastern Venezuela for the Venezuela Gulf Oil Company. His home address is Apt. 40, Barcelona, Venezuela.

MAX BAEHR, JR. (Nebr. '19) is with the Foster & Kleiser Outdoor Advertising Co., Long Beach office.

AMOS THISTED (Marquette '25) who was president of the Marquette Chapter of Sigma Delta Chi last year, is writing sports for the Milwaukee Journal.

JOHN MEARS (Marquette '24) a former president of the Marquette Chapter of Sigma Delta Chi is writing sports for the Milwaukee Journal.

WALTER BELSON (Marquette '25) has accepted a position with the Meyer News Service, Milwaukee.

MARTIN LANG (Marquette '24) has been employed in the advertising department of the Milwaukee Journal for the last fourteen months.

Journalism Defined

By EDWARD McKERNON

Superintendent Eastern Division, The Associated Press

IN the main street of Breslau, Germany, two men in overalls filled a working man's day chiselling a hole in a marble memorial. Nine thousand nine hundred and ninety-nine persons passed by, and none turned his head. The ten thousandth pedestrian stopped, looked and listened. So it came about that readers of the next morning's papers were shocked to learn that two Communists had planned to insert dynamite in the chiselled hole and blow up the statue of Emperor William I. Which only goes to show that not more than one man in ten thousand has the journalistic instinct.

Unless you have this, keep out of Journalism. It will be better for you and better for Journalism. I would not say that one must be "born a newspaper man," whatever that trite expression may mean, but most of us recognize a pull in a certain direction. If you experience the journalistic urge, you will know it. It betrays itself in every good newspaper man. Many years ago I was being entertained by a newspaper man in a small New England village. Toward evening we walked through the two principal streets, and, at the suggestion of my friend, stopped at their junction. After we had stood there a few moments I inquired why we had stopped. He replied: "I always stand at this point on Saturday nights. It is a very dangerous corner. You never can tell when there will be an automobile accident here!"

NO, you never can tell. In the midst of a presidential campaign I spent a week-end at North Woodstock, New Hampshire. On Sunday afternoon I was sitting on the veranda of a hotel which overlooked a sharp and dangerous curve in the highway. A native amused himself by describing the many accidents that occurred at the curve. "In fact," said he, "only an hour ago a big closed car hurrying for the train lost a wheel right down there." "Anyone hurt?" I inquired. "No, I guess not," he said, "the chauffeur and his passenger, both strangers here, walked to the station." An automobile accident, such as happens by the hundreds every Sunday, with no one hurt, did not strike me as very important news. But somehow I could not dismiss it from my mind. I had an unexplainable hankering to know who the passenger was, and excusing myself, started out rather sheepishly to find out. And I found out. The stranger who had barely escaped death in that remote spot was the candidate for the presidency of the then rather important prohibition party!

Satisfied that he has the journalistic urge, one

should next analyze his state of mind, consider his conception of Journalism, what he expects from Journalism, and, more important, what he is prepared to give to the profession. If he is looking for free tickets to the circus, an opportunity to loop the loop in an airplane, or only romance, adventure and wealth, he is almost certain to be disappointed. If he is looking for an opportunity to serve, no other profession, in my opinion, offers such golden opportunities.

THE foundation stone next to be laid is all the education one can obtain, including a familiarity with what has gone before and so far as possible, a comprehension of international affairs and political economy. An understanding of the English language and ability to write simply, as one would speak, are essential for the greatest success. To write beautifully is seldom required, and the importance of fine writing is greatly over-estimated. One should develop his own powers of observation, his sense of proportion, learn to see the outstanding and important thing in any settled circumstance, and to set down that which is important simply, clearly and with regard to the sequence of events. In this way he will reflect what he has observed in such a way that others without his eyes will see and understand.

Candidates for the service of The Associated Press must have character, ability, ambition, willingness to be a soldier and experience of some years on a newspaper. The Associated Press, from the nature of its work, cannot be a school for journalistic pupils. It employs only experienced men.

Kent Cooper, the General Manager of The Associated Press, in an address described the competent reporter as "one who has the ability immediately to perceive the multitudinous interesting things of life, and whose urge and ability is to picture to others by adequate and competent expression those same interesting things. He must not stage the incident himself, nor embellish the happening, nor conceive the plot; he must in a flash view the scene, perceive the plot and accurately, promptly and engagingly portray all of it for those who did not see it or theretofore know it. Of all the requisites for a good reporter, I put first a mental urgency, an intense compelling force from within that brings contentment while on the job and fretfulness while not. Mental urgency is that compelling force which gives genius its opportunity."

If you bring to Journalism the best that is in you, you need never be ashamed of your profession.

Journalism is not always recognized for what it is, and for this we of the profession are largely at fault. We have permitted the term Journalism to be used very loosely, until, in the popular mind, it has come to signify almost anything in the way of publicity. That's enough to black ball any profession. For this is an age of self-expression. Everyone is expressing something. Occasionally it is an idea. For the most part these messages to the world are essentially selfish. Journalism, from the nature of things, cannot be selfish. We are accused at times of "yellow journalism." If by "yellow" is meant the sort of thing that is designed to exploit the public, there is no such thing as "yellow" journalism. Journalism does not exploit. Journalism serves. Yellow publicity there may be, but such is in no sense Journalism.

The trouble is that there is no clearly defined demarcation in the popular mind between the profession of Journalism and the business of publicity. Like the profession of acting, Journalism suffers from the company it keeps. To practice his profession the lawyer must have his certificate, the physician his license, and the teacher his diploma. Anyone can call himself an actor and in the name of Journalism one can get away with murder.

If we are to fulfill our supreme mission with the maximum benefit to the public, we must recognize, and the public must understand, what is Journalism and what is publicity masquerading in the trappings of Journalism. It is time that Journalism was defined anew, and I propose to define it:

Journalism is the profession of observing and reflecting the facts and significance of current events.

THAT is our mission. To know what is. To determine with industry and with cold-blooded exactness the facts of every happening significant of the society of today. To tell a bewildered world what is. To indicate what must be the starting point of intelligent thinking if sanity is to rule.

Never before was society so confused by its problems. Forces never contemplated confront us. We have shattered the World of Make-Believe. We are on our own. Life is no longer simple. Once certain things were accepted as essentially right and other things as essentially wrong. One chose to be right or wrong but rarely questioned what was right or what was wrong. The child was, indeed, father of the man. It is no longer so. The youth no longer inherits his religion, his politics, and his philosophy. He begins all over again.

To put it bluntly, society is awakening to a realization that there "ain't no Santa Claus." To some the awakening is as gentle as the touch of a mother's hand. To others it is like falling out of bed. Do not misunderstand me. I do not refer to religion. This would be a sorry world without the spiritual. But we have just naturally stopped throwing salt over our shoulders. The intelligent

are beginning to understand that this old world is pretty much what we make it. That if civilization is to endure we must mentally readjust ourselves to rapidly changing conditions—as the merchant would say, "take account of stock"—and, looking the facts squarely in the face, work out a philosophy of life that will stand up.

IF we don't think straight, we are lost. We can't think straight unless we get straight information. Before all else we must know what is, be it good or be it bad. Suppressing the unpleasant won't help. This is no time to whistle in the dark but to thrust forth a hand, know what is there. If a growing section of society is criminally minded, we want to know that. If a new form of madness is imperiling our lives, we want to know that. We want to—we must know what is.

To observe intelligently and reflect accurately is the profound responsibility of Modern Journalism. The future of society is in our keeping. For as the millions read so will they think and act. This has become a serious matter in recent years. Time was when the man who read a daily paper consistently was a rare exception to the rule. The dispatches of The Associated Press are read by sixty million persons daily. And in these busy times not one reader in a thousand has the time thoroughly to digest and assess the integrity of what he reads. And the serious thing about it is that they believe what they read. Only the foolish say they do not believe what they see in the newspapers. They may not accept every statement literally but they get their lasting impressions of life hurriedly as rapidly succeeding events pass in review on the printed page. Of these impressions opinions are born. Wrong opinions, perhaps; opinions warped by personal prejudices and passions; but opinions which in a democracy must be reckoned with. Thinking on social and political affairs is no longer the prerogative of the educated, of the reader of books and serious magazines. The business of thinking has been taken over by the multitude. Heaven help us if it does not learn to think straight. It will not think straight—it cannot, except as it receives through Journalism a picture of things as they are.

THE great power of the press today is through the news columns. The exercise of that power honestly and wisely is a sacred trust. He who draws the daily picture with fidelity serves as it is given to few to serve. He who for his own selfish purposes falsifies the picture, causing a distorted vision leading to mental chaos, is in the smallest sense a traitor to the Republican form of government and in a larger sense the most dangerous enemy of society that a generation of opportunity has produced.

Today, as never before, the journalist stands between the reading public and exploitation in a thousand subtle ways. The very integrity of the

news columns has incited a mad scramble for selfish publicity. Do you know that any idea can be sold that can be palmed off on the newspapers as news? The press agent knows it. The propagandist knows it. The demagogue knows it. I have no quarrel with propaganda that is honest. But if propaganda were willing to stand on its own legs, ninety-five per cent of the present voluminous output would be in the advertising columns where it belongs. That relatively little reaches the public is due to the character of modern journalism—to the mental alertness and common honesty of editors who daily draw their blue pencils through yards of speculation, half-truths, propaganda, and downright falsehood foisted upon them in the guise of news.

I revere the memory of the old time editor who was an intellectual leader in his day and an uncompromising patriot, but I want to tell you that in the newspaper offices of America today there are men unknown, perhaps, outside their offices, their homes and their clubs, who because of their ability and determination to sift fact from fiction, to separate important facts from vulgar details of no significance, and to present what is significant with a proper sense of proportion, are exerting a far greater influence for good than ever was permitted to the masters of yesterday.

THAT is modern journalism. If you young men contemplating a newspaper career cannot measure up to its responsibilities and opportunities, keep out. If you won't serve, don't exploit. If you can't honor the profession, don't seem to drag it in the gutter. If you are content to snoop around the back doors of society like a vagrant cur in the darkest hour of the morning nosing the cover off a garbage pail, you can make a living; but I shall deny you fellowship with that splendid body of conscientious, patriotic men whose character is reflected in their work and who, having caught the vision of service to their fellow men, constitute the Journalists of today.

If you choose to stand with these, you need never be ashamed of your profession. This Journalism is exemplified in the great co-operative effort in which more than 1,200 daily newspapers are engaged. The publishers of these have said in effect: We will reserve to ourselves the expression of individual views on affairs political, social and religious and such interpretation of the news as is necessary will be done by our own staffs. But for the collection of news from distant points which we cannot profitably gather individually, we will set up an independent agency that shall have no politics and no opinions; that shall have nothing to sell and shall make no profits; but which shall be concerned only with assembling and delivering to us the bare facts of such events as are of importance and significance to the public as a whole. In other words, it shall be the business of this agency to report from day to day what is—good and bad—and whether

we like it or not. We shall depend upon this agency for an exact record of events, presented without bias or suggestive comment.

This agency is The Associated Press. I shall claim nothing for the personnel of the staff of The Associated Press above other newspaper men, but I will say that our work does not attract the type of man who finds it pleasanter to write fiction than to dig laboriously for the facts; who finds it irksome to be held to strict accountability for the authenticity of every word he writes; or is unwilling to ascribe to a code of personal conduct that will reflect credit upon the association and his associates.

THERE is no temptation for The Associated Press man to fake news or exaggerate the facts. He has no columns that he must fill. He is paid to report what happens and nothing else. If nothing happens, he has nothing to do but his salary goes on just the same. We are like the members of a fire company whose wages are the same whether the calls are few or many. We always are ready to respond to an alarm but there is no temptation to start a fire for the sake of putting it out. We are not infallible. We make mistakes, but we never fail to admit it when we are shown to be wrong.

I have said that the business of thinking has been taken over by the multitude. This is a triumph of co-operative journalism. It is the inevitable consequence of a non-partisan news report that deals in facts and requires the reader to draw his own conclusions. If you do not remember anything else that I have said, I beg of you to remember this, for it is fundamental: The Associated Press never comments on the news. We may say the president made an address. We may not say that it was a good address. That is for the reader to determine for himself.

NOW this must result in a public opinion founded upon a universal knowledge of the facts. This the world never has known. What has passed for public opinion has been the opinion of the few who were informed or the transitory assent of the many to some popular appeal.

We are entering upon the greatest experiment since the birth of the democratic idea of government. The revolutionary thing about it is that whereas the few have done the thinking for the many, the many are going to do the thinking for themselves. From their thinking will come opinions and upon those opinions will be reared the social and political structures of the future. I do not know how it will come out, but I do not hesitate to say that if the many do not learn to think straight the experiment will end in disaster. They won't think straight unless through the daily press they get straight information. To afford this is the profound responsibility and the unprecedented opportunity of Modern Journalism.

Some Observations on Foreign Newspapers

By H. F. HARRINGTON

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IT is difficult to define a typical English newspaper. There are as many varieties in England as there are economic and political streaks of opinion. There is the dignified, conservative, somewhat stodgy *Observer* and *Post*, and also the crisp, dramatic *Daily Mirror* and *Graphic*, picture papers with an immense vogue. Added to these extreme types are publications dedicated to the cause of labor, liberalism, socialism, the ruling classes, many of them operated by affluent financiers and politicians. The policy of each may be forecast without great difficulty.

We lay stress in America on reaching the masses through a blanket circulation of papers that print a great range of news in an impartial way. Propaganda is not so prevalent with us as with the English. Some stories printed in English dailies impress an American as plain advertising; others as political literature colored to suit the paper's policy. In France propaganda is even more of a menace, indeed leads to absolute subversion of the truth.

In England the ruling classes are the subjects of considerable speculation and discussion. Everything they do is news, perhaps best indicated by the court calendar printed for years in every newspaper, and by the society column, a compilation of fulsome notices recording every incident in the daily life of the royal family and the aristocracy.

The news of the far-flung British Empire is of first importance to English papers, especially in the *Times* and *Mail*. The business of government has always been a major occupation in England. One is impressed by the scant space given to American news and to other countries. I presume the average British reader is not greatly interested in overseas events, unless they have international significance.

OF course, politics in Great Britain is always an absorbing topic, particularly when it affects parliament. Our stories of Congressional squabbles and debates are rather inconsequential. All of us know that no great changes can occur until the Presidential election. But in England public opinion is always in the saddle; a ministry may be overturned in a single session of parliament so that debate with a vote at the end has all of the excitement and uncertainty of a horse race. The papers, therefore, exert a considerable influence in bringing about changes in political parties, and also in making public opinion in regard to policies, reform bills, political factions, particularly in the king's ministry. A case in point was the overthrow

of Asquith as premier and the elevation of Lloyd George accomplished through the pressure of the Northcliffe newspapers.

Court news also bulks large in English newspapers. Few American reporters are stenographers, nor are they associated with the law. On the *London Times* barristers are employed to take down the proceedings of the court; on the *Telegraph* reporters themselves are stenographers and good ones. Testimony by the question and answer method is published in its entirety by the English newspaper, particularly if the witness is on trial for murder. While the reports are accurate, they are often jammed with trivialities and at times relapse into a frank speech that no respectable American paper would publish.

I FOUND the man of the streets in England just as greedy for sordid stories as his American cousin. Although there are no first page scare heads, crime stories have full play in most of the newspapers.

Sensational English journals print stories signed by the criminal himself. Most of these confessions are based on an interview secured by a trained pressman, but with the rogue's name attached as author in order to give popular appeal.

Gossip and small talk also have full sway, especially in the picture sheets and the evening dailies. Some papers devote half a page daily to tittle-tattle, much of it sent in by busybodies who receive pay for every item printed. The use of nom-de-plumes—*Rambler*, *Observer* and the like—is quite common.

One is struck with the bulk of parliamentary notes, hints on gardening, hiking, bicycling, cricket, hobbies and pastimes. The most popular hobby just now seems to be the wireless. Amateur inventions and answers to correspondents are given liberal newspaper space.

The preponderance of non-news articles in English journalism is probably due to its old-time kinship to literature. The descriptive and travel article is perhaps more typical of these newspapers than the news story as we know it in America. Spot news is not considered the chief reason for the publication of the paper. I think, however, that the English story is generally better written than our American reports.

For this reason there is, I think, less standardization in overseas journals in matters of style and treatment than in American newspapers.

English newspapers pay much less attention to "scoops" and to headlines than we do in this country. In fact, most of their papers scarcely have

headlines at all. Much of the news is run rather with captions and most of the front page is apt to be filled with advertisements on the assumption, for instance, that most of their readers are more interested in business opportunities than in the doings of Parliament. And if they happen to be interested in Parliament, it is presumed that they will dig through the columns of the inside sheets until they find the news they want. Some of the papers, however, are coming to adopt American methods of make-up on a moderate scale. They pay more attention to headlines, but rare is the paper that does not appear still with some quantity of advertising on the front page.

I think English journalism expresses itself best in its illustrated weeklies and monthlies rather than in its daily news products. The *Sketch*, the *Tatler*, the *Bystander* are almost technically perfect in typography and illustration, but are somewhat lacking in high literary quality. There is nothing in England, however, that can approach such a popular literary weekly as the *Saturday Evening Post*, nor can England match our monthly magazines such as *Harper's* and *The Atlantic Monthly*. We are not able to duplicate, however, the skillful performance of their pen-and-ink illustrations, an art which gives pictorial distinction to English journalism.

THE picture papers have great popularity in England, just as they have in this country. Many of their readers belong to the working class and have for their ancestors the men who attended the puppet shows and the plays in the inn yards, the horse races and the pugilistic mills and the cock fights of England a generation or two ago.

One is impressed, of course, by the limited number of pages in the English newspapers, a thing which American newspapers might very well emulate. Many of the provincial papers do not exceed eight pages in size.

I found very few signed news articles in English publications; American papers advertise their ablest writers and give them every chance for growth and popularity. Naturally this leads to syndication, less known in England than in America. Standardization in newspaper make-up and content is therefore somewhat remote in England.

Advertising as a great sales force is growing in influence and popularity. English papers have printed announcements and want ads for many years, but not until the advent of Harry Gordon Selfridge (an American, by the way) with his big department store did England use the newspaper in a large, persuasive way. That does not mean that the English do not believe in publicity. I think their posters, many of them the work of noted artists,—particularly the railroad posters—are admirable bids for trade. Of course, for many years they have used the tram cars and the railroad stations for the exploitation of goods, but news-

papers have come in the vanguard as advertising mediums.

New ideas in advertising have developed as the result of the convention in London of the Advertising Associations of the World and the bringing of American methods to the attention of advertising men overseas.

THE circulation of some of these English papers is tremendous. The *Mail* has the largest daily circulation in the world—approximately 1,800,000 copies—a figure exceeded by a Sunday paper, *The News of the World*, which reaches 3,000,000 readers every week. Such a circulation is impossible in America because of the great distances to be traversed. But in England with its fast mail trains reaching outlying districts before dawn it is possible to build up unprecedented provincial circulations.

French newspapers are in a bad way. They are poor from the point of view of typography and content, and for many years have been subsidized by political interests. Scarcely one of them is on its own feet financially. No adverse criticism comes to a French reporter, if he serves three or four papers and uses each paper as propaganda for influential interests. I talked to one reporter who served five employers and who trimmed his material to suit five prevailing winds of opinion.

I found that reporters on French papers do not have the standing of the so-called literary man, in fact they are considered members of a rather shabby profession. Certainly they are underpaid. It is commonly reported that French newspapers printed much of the Red propaganda as legitimate news and received handsome recompense from the Russian government for doing so. The utilization of stool pigeons, spies, hangers-on and professional gossips is not frowned upon in the securing of news.

ADVERTISING in French papers is reduced almost to the minimum. Announcements and want ads are printed at what we would consider excessive rates; display advertising is not common and in many cases is ineffectual. The Frenchman has always been a wary buyer, not swung off his feet by promises of bargains and is apt to buy the best goods rather than the cheapest goods.

The printing equipment of many French newspapers is much inferior to the American variety. In one office I saw a man employed to hold a rain spout against a fly roll of paper. When I asked why a labor saving device was not used instead the editor told me that it had always been done that way, and moreover it was much cheaper to employ a man to do the work than to buy expensive machinery. With the absence of modern devices, particularly in the stereotyping and press work, it passes the understanding of the average American newspaperman how they print so many papers with such inadequate and antiquated machinery.

The Paper That Won't Grow Old

(Continued from page 22)

to hold his applause until he has looked at the right-hand lower corner of his tax bill.

While The Evening Sun has been skeptical about reducing the number of jobholders and restricting the making of more laws, it has been indefatigable in giving the public the facts. It has discovered with mathematical exactness that on one day a week, every man, woman and child works for the support of the army of jobholders, and in recognition of the fact it has set aside Thursday as Jobholder's Day. On this occasion it frequently presents a chart showing the growth in the number of jobholders or in the number of laws. It has demonstrated graphically that the federal jobholders stretched end on end would reach from Baltimore to the Pacific Coast, that Maryland's laws alone strung out line by line would extend a distance of 475 miles.

Every newspaper likes to point to constructive accomplishment. Two stand out conspicuously to the credit of The Evening Sun. The first is the creation of a body known as The More Laws Association, to which any politician is entitled to life, active or associate membership according to his zeal in the proposing and making of new laws.

The second is The Evening Sun *bloc*. Any public person pre-eminent for sound accomplishment may be put in nomination. To attest the quality of its personnel it may be sufficient to remark that its chairman is George Washington and that few persons have passed beyond the nominating stage to actual election to the body.

Another feature of the editorial columns of The Evening Sun is the almost total disappearance of the editorial "we." Instead the editors are happy under the anonymity of "an intelligent observer." By the same token "a common sense attitude" is what the editors think.

The Evening Sun might preen itself upon its constructive work were it not for a self-appointed critic who each year, on The Evening Sun's birthday, makes a practice of writing a letter under the nom de plume of Thucydides, Jr., in which he makes an exhaustive and devastating list of the causes for which the paper has fought and lost. For reasons of policy the editors see fit to publish this letter, seeking what consolation they may by putting over it the philosophic caption "Nothing Succeeds Like Failure."

So much for the past and present history of The Evening Sun. What it will be when it reaches manhood's estate is a matter for painful conjecture. But to those who are intimately acquainted with it the belief is strong that in the field of American newspapers "The Evening Sun" is destined to go down into history as "The Boy Who Never Grew Up."

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